# SYLVA, The New Town!

### The Centre of Potentially Richest County in State

Another example of a good orchard that of T. C. Bryson-one of the low places of the county.

The Western North Carolina Bible onference is to be held in Sylva duris the first ten days in August.

This Conference is non-denominaonal and will be attended by promient laymen and preachers. Rev. Cal-A Redleys bron and raised in ackson, now the great Broughton's ccessor in Atlanta, will be at the onference, and a throng of visitors

A progressive town always calls for progressive administration. That olds good of Sylva.

Dr. W. P. McGuire is mayor of Syl-Dr. McGuire is a dentist of expeence and ability, and this is Dr. Mcpire's first policial office.

W. McKee is chairman of the oard. Mr. McKee is a keen business an and a prosperous merchant. His tore would do credit to a city twenty mes the size of Sylva,

. W. Keener is secretary and treaser. Mr. Kener is a member of the known firm of J. W. Keener & n. He is a native of Jackson, has en in business ten years and has ved most efficiently two terms on

. J. Dills, is also a member of the ard. Mr. Dills has an extensive esand insurance business and also is a reputation for absolute reliabiliwhich is worth a fortune. Mr. Dills ne of the best posted men regardthe resources of Jackson county found anywhere

B. Ensley, is in the revenue dement, deputy collector. He is an erly fearless officer, as all who w him will testify. His pretty me is on a commanding bluff, and view from there is worth a long is journey to enjoy.

Theodore Buchanan, owner of the va Pharmacy, has been ten years business here. He was born in ekson county, had served previousseveral terms as alderman and is of the town's substantial business

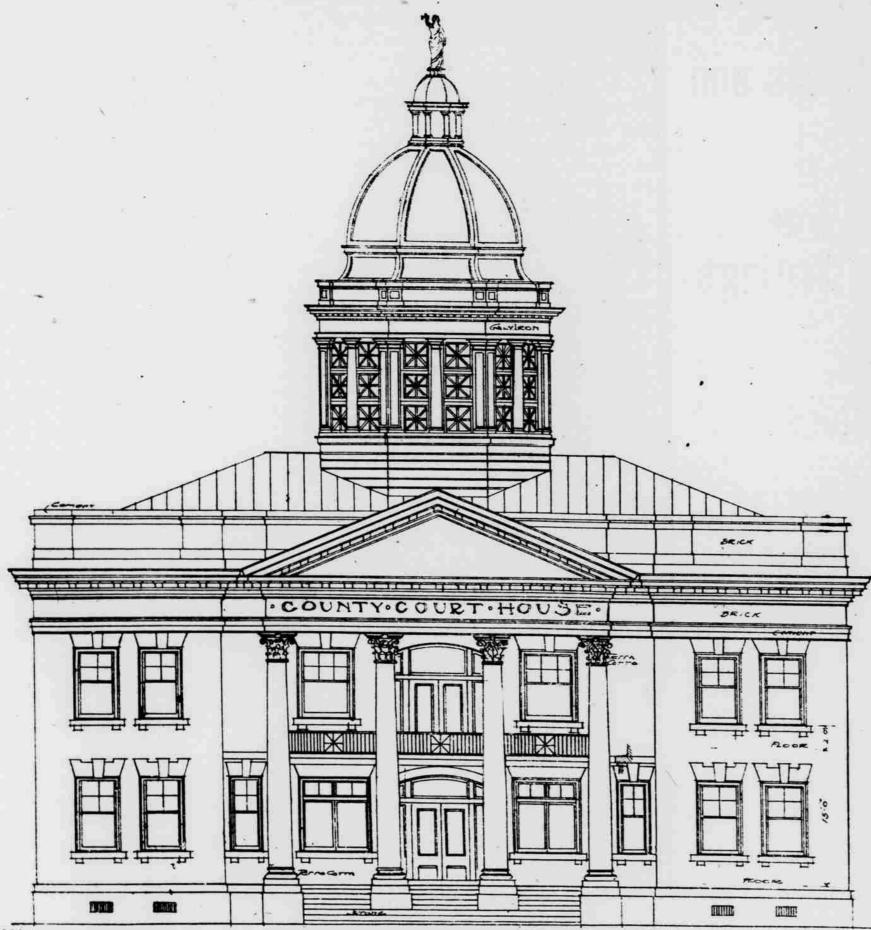
by that well-dressed men undoubtly included the following-for that what they are:

Rhinehart-Powell Co., general merindise, lumber and wood.

Bryson & Hooper, general merchanand millinery.

ylva Cash Store, general merchan-

sylva Supply Co.



The New Court House, to cost with Jail about \$30,000, will Look Some thing Like This.

Mr. Buchanan, hardware and fur-

B. H. Cathey & Co., hardware and

J. W. Keener, general merchandise.

The City Market.

The Hooper Drug Co. The Sylva Pharmacy.

J. A. Parris, barber shop.

Wells & Wilson, contractors.

H. O. Curtis, contractor.

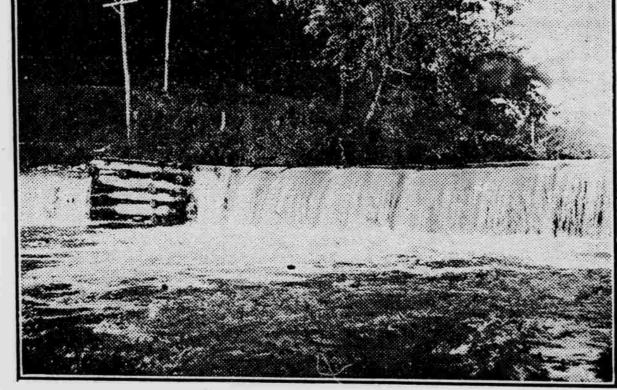
## CLIMATE OF THIS SECTION

(The following carefully prepared article applies to all of Western North Carolina and to thath section around Sylva especially. For that reason it is pleed on this page.)

The climate of Western North Carolina -- the golden mean between extremes of temeprature and precipitation,-affords health, recuperation and comfort for twelve months in the year. These climatic advantaged are The "live-wire" merchants referred due to latitude, altitude and remuon to near-by ranges of mountains.

The latitude of Western North Carolina is between 35 and 36 degrees North, giving an ideal proportion and variation in the lengths of day and night. From the excessive summer subject, Western North Carolina is saved by its altitude.

This altitude is 'deal. For almost all purposes it has all the advantages tht10,000 feet would give; and for many purposes it is enormously better



Water Power on Scott's Creek, in Sylva, on the Murphy Division.

are liable to cause or aggragate affections of the heart and are characteriz-

Our altitude might, under some circumstances afford very severe cold weather in winter. This severity is mitigated by near-by ranges of mountains. The higher peaks and ramparts of the Appalachians, to the North and West of us, stand as a barrier protecting us from the cold. On the North and West of those mountains,even at low altitudes.-the rigors of heat to which this latitude is ordinarily | intense cold are experienced; but this section is sheltered.

The effect of altitude in lowering temperature is well known. The average annual temperature in Western North Carolina is many degrees lower than in such places as Wilmington, N. C., Columbia, S. C., and Augusta, Ga This reduction is a very great advantage, but a greater altitude would tend to make the temperature too low.

Equally important is the matter of diurnal variations. At sea level, the dense air acts as a blanket to retain the heat derived from the sun's rays.

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This heat being dissip. ly, persists throughout the ight, and in such places the night emperature does not differ very m day temperatupre. At air is rarer and the at is more quickly dissipated. The erence between day and night omes more marked, and the low ture in summer bring sieep. But at extreme

diurnal variations are e Western North Carmoderate altitude affo mean. The changes cient to give the may

than 10,000 feet, for extreme altitudes | with the minimum of inconvenience. In the summer we have enough heat to mature the crops, and yet a hot ed by a number of other undesirable night is absolutely unknown. In winter we have enough cold to make the season exhilarating and strengthening, while at the same time we have an abundance of bright sunny days.

One of the most important data relative to climate in summer is the night temperature. A very considerable amount of heat in the day can be indured without serious discomfort if the nights are cool; but cool nights are absolutely essential for health, as on them depends the possibility of refreshing sleep. In Western North Carolina the nights are always cool.

In winter, on the other hand, it is the day temperature that counts. A low night temperature is no disadvantage if the days are bright and mild. It is easy enough to keep warm in the house, in the coldest weather; the important thing is a day temperature high enough to make it possible to be out of doors without discomfort. And

this section is favored in this respect. The precipitation is abundant and well distributed throughout the year. The annual total average a little more than 60 inches, which is sulghtly above the average for the state as a whole. It is however, by no means excessive and could not be much reduced without causing injury to the crops. It should be noticed that this precipitation does not indicate a prevalence of cloudy weather. On the contary, this climate is marked by ? large amount of sunshine. North Carclina is a part of the "Sunny South."

Thus our section affords the unusual with its combination of abundant rainfall and he golden are suffi- a high percentage of sunshine. As a of benefit general rule, the rains here are heavy

and of short duration. "Drizzly" weather is rare and fogs are almost unknown.

Records of storms and other periods of severe meteorological disturbance show that our climate is always temperate compared with that of places north, south, east, and west of us. The severity of a scorching summer is unknown here; the warmest days bring no ill effects in their train. Sunstrokes do not occur here; cyclones and tornadoes do not visit us. We have cold spells in winter, but they are of short duration and their severity is less than in many places which have a higher annual temperature. The average latitude of Tennessee is about the same as the latitude of Hendersonville and Asheville. The normal January temperature of Tennessee (derived from the records of fifty or sixty stations whose average altitude is about 1200 feet less than the altitude of Hendersonville) is exactly the same as Hendersonville's and Asheville's January normal. Mountains to the west and northwest of us protect us from the severity of the cold waves.

In summer, moderately warm days and delightful cool nights; in winter, cold nights which purify the atmosphere, and abundance of bright sunny days; spring weather which is mild without being enervating; autumn weather which is the finest tonic ever known;-this is a summary of our climate. Proof of this is obtainable not only from statistis but also from experience. There are numbers of persons who have come here sick and regained their health. Some of them have gone back to their former homes to resume their former occupations with renewed strength and a grateful remembrance of the benefits derived here; while others have decided to stay with us and make this their permanent home.

> Real Estate Values in Sylva are Low NOW! What will they be Next Year?

## bout Sylva

Population 800.

Property value, \$1,000,000. Second town on Murphy Div. Sou, R'y in volume of freight handled. 4,000,000 feet of lumber han-

dled annually. 1,800 cars of freight handled yearly.

Largest live stock shipping point in Western N. C. Shipping point for more than half of Jackson County.

Quarter million dollars of goods sold annually. One of the largest tanneries in the State. Planing mill and saw mill.

Shirt and overall factory. Electric lights. Telephone system. Marble works Wholesale grocery.

Wholesale millinery. Two livery stables. Hardware store. Five general stores. Two drug stores.

Meat Market.

Two blatcksmith and wagon Strong bank Newspaper and printing

Commercial hotel. Collegiate institute with 3

dormitories. \$9,000 graded school build-

Methodist, Baptist and Episcopal churches. Jeweler. Dental office. Harness shop.

Barber shop. Orchard of 10,00 fruit trees. Shipper of fancy fruits. Masonic, I. O. O. F. and K. of P Lodges.

Lowest municipal tax rate in North Carolina. Seat of Jackson County fair. Water supplied by springs in Kings Mountain.

### JACKSON COUNTY

What we Have.

Largest amount of uncut timber of any county in the State. Cullowhee State Norma school.

schoool buildings of any county in Western North Carolina. Great water power to be de-

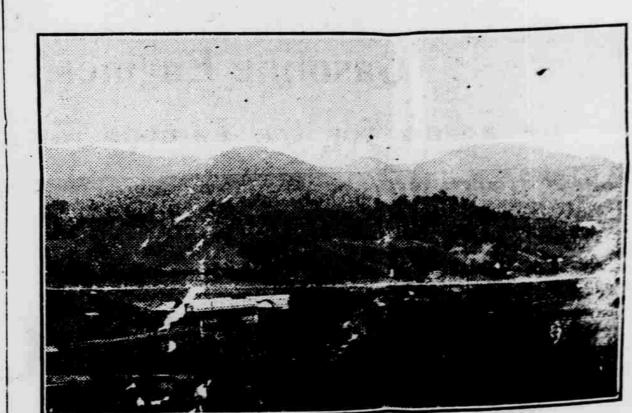
veloped. Richest county in the state in mineral deposits, including kaolin, mica, nickel, copper and other min-

Unexcelled fruit county. Rich mountain soil especially adapted to stock

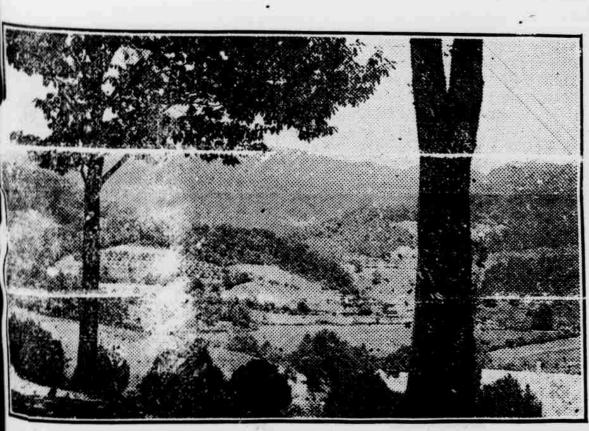
raising. Fine locations for summer homes.

### WHAT WE WANT.

\* Furniture factories. Handle plants. Modern hotels for summer Cotton mill. Knitting mill. And other manufacturing plants. For Information Address Secretary Board of Trade.



C. J. Harris' Tannery. Sylva, on the Murphy Division.



Sylvian Heights Orchards, on the Murphy Division.